



SUPERFUND REDEVELOPMENT UPDATE

NEWS ON SUPERFUND REUSE ACCOMPLISHMENTS

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Let The Games Begin At Avtex



This past October, the U.S. Soccer Federation met with local officials and stakeholders in Front Royal, Virginia, to discuss plans for building soccer fields on the Avtex Fibers site. Herb Giobbi, Executive Director of the Soccer Federation, presented plans for 14 fields for all competitive age groups that includes three tournament fields and a 1500-seat stadium. Construction will begin in Spring 2001. In the Fall, the soccer games will begin. ■

Superfund Redevelopment At Its Best

EPA, the community of Front Royal, and private developers plan the cleanup and reuse of the Avtex Fibers Superfund site.

Bonnie Gross will not be quitting her day job and heading to Hollywood anytime soon. After spending hours in front of a camera, doing one take after another for the Superfund Redevelopment Initiative (SRI) video, the seasoned Region 3 Remedial Project Manager (RPM) admitted "...this is hard work." And hard work, it was. But, it's all in a day's work as the RPM for the Avtex Fibers Superfund site in Front Royal, Virginia.

Avtex is one of the first ten pilots under SRI to receive funds to help clean up the site and find reuse options. It is a success story in the making. The story already features local, federal, and private partnerships, and an involved, passionate community delighted that the site will finally be worthy of its beautiful surroundings—the Blue Ridge Mountains and the Shenandoah River.

"Site managers and communities across the country are making reuse a consideration in their sites' cleanup process" said John Harris, SRI Team Leader. "Avtex is an excellent example of how cooperation and partnership can make a site's cleanup and reuse work for everyone. It is a model for other sites."



Smoke stacks and old buildings on the Avtex Fibers site will be replaced with a business park, a conservancy area, and 14 soccer fields.

Plans for the site so far include the a 240-acre Conservancy Area, a 165-acre business park, and a 25-acre soccer park. The U.S. Soccer Foundation (USSF) has played a big role in making the soccer park a reality, by using engineers to design, soccer fields and by making a grant to the community to partially build fields. The Town of Front Royal plans to use its \$100,000 Superfund Redevelopment Initiative pilot grant to gather information for EPA to consider in choosing a remedy for the future business park area.

With the closure of the Avtex Fibers plant in 1989, Front Royal was forced to find a way to reinvigorate its employment base and economy. The local Economic Development Authority (EDA) focused on attracting businesses

to other areas of the town, without much thought of the Avtex site.

"Front Royal and Warren County have begun to shift away from that older mentality of factory work into one of tourism, of environmental conservation; we're blessed with this natural heritage" said Trace Noel, Front Royal resident and businessman

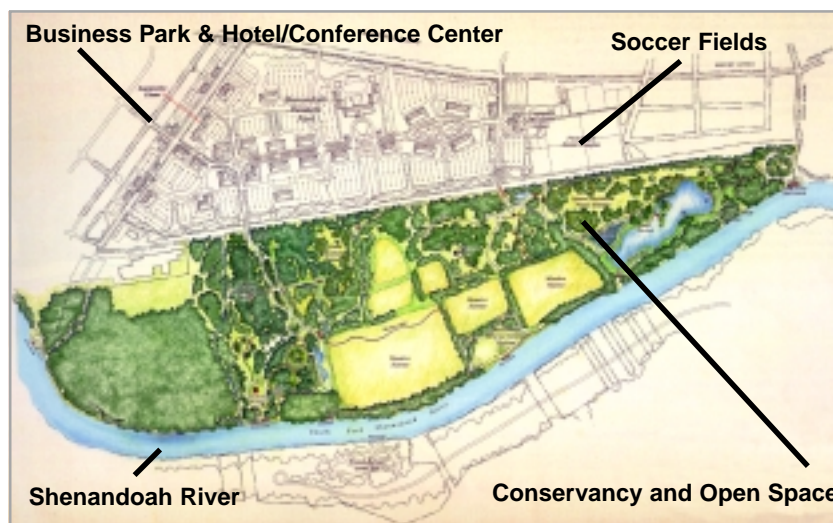
With the help of the primary potentially responsible party, FMC Corporation, the Town of Front Royal, the EDA, and Warren County began to look into reuse options for Avtex, and eventually developed an initial reuse plan. FMC began to work with the community to understand their reuse expectations.

Deciding on the ultimate reuse of the Avtex Fibers site was not without its ups and downs, its disagreements and delays, its uncertainty, and even a few contentious community meetings. "For those who want to get involved, it's a frustrating, but often rewarding, because you learn other people's situations and you come to respect why they are taking their positions" said Noel. "Once all that happens, everyone settles down to work toward a common goal. Ultimately you get involved in your community because it's *your* community and it's worth it."

Indian Artifacts Uncovered at Avtex

An archaeological team discovered artifacts scattered over 12 acres at the Avtex Fibers site, the only portion of the 500 acre-site that has never been disturbed. They found lithics, which are chips of rock left during the making of tools, and fire-cracked rocks, indicating that campfires may have been built. They also found pieces of ceramic which was used long after stone-made tools. The pieces found indicate that Indians may have lived on this land over a long period of time. The archaeologists plan to study the area and artifacts further. Front Royal does not yet know how it will affect its redevelopment plans. ■

The Avtex Fibers Master Plan Site Diagram



Lights, Camera, Action!

The Making of the SRI Video

EPA recently finished creating a 13-minute video about SRI. The video focuses on the formal partnership between the U.S. Soccer Foundation (USSF) and EPA to build soccer fields on cleaned up Superfund sites. It is called *Soccer and Superfund: Partnership for New Goals*.

It is the first in what John Harris, SRI Team Leader, and Elizabeth Zeller, SRI Editorial Director, hope will be a series of short videos on different aspects of SRI. "A video is a very effective way of getting the word out about SRI" said Zeller. "It is the most powerful medium for reaching audiences accustomed to today's fast-paced commercials and music videos."

The video offers insight on the Avtex site, other reuse sites, SRI Pilots, and the EPA and USSF partnership. It also shows how communities are finding alternatives

to cleaned up Superfund sites in their neighborhoods being left vacant and fenced off. Harris hopes that the messages in the video that Superfund sites can be reused and that partnerships are key to their reuse will reach

other sports and recreational organizations, as well as commercial developers.

USSF partially funded the SRI video, and will use the video to inform its local soccer organizations about potentially reusing sites in their communities as soccer fields. ■



Bonnie Gross, Avtex RPM, explains the site's cleanup for the SRI video.

There Is More To A Brownfields Conference than Brownfields

At the Brownfields 2000 Conference held in Atlantic City from October 11th through the 13th, the Superfund Redevelopment Initiative (SRI) team staffed a display booth about SRI and facilitated a panel discussion on the pilot program.

At the opening session of the Brownfields 2000 Conference, Carol Browner, EPA Administrator, and Tim Fields, Assistant Administrator for the Office of Solid Waste and Emergency Response, talked about the importance of brownfields redevelopment and the spread of the brownfields concepts to Superfund sites.

Conference-goers, from local governments to developers, flocked to the SRI booth to pick up an array of fact sheets about SRI. Some also came to find out if there was money available for their sites. Representatives from 15 of the 50 Pilots came by to report progress in their communities. EPA's new video on reuse successes and partnerships was well-received at the three-day conference.

Tim Fields and Melissa Friedland, HQ SRI Pilot Coordinator led a panel discussion entitled, *Everybody Wins: The Superfund Redevelopment Initiative*. The discussion focused on the pilots. At least 150 people attended this session. At one point, Friedland asked that pilot representatives stand up to be recognized. After the session, many of the pilot representatives met to discuss their sites and exchange ideas.

Much of the session was devoted to presentations by recipients of the pilot funds at two sites.

See **BROWNFIELDS**, Page 5



Conference attendees and pilot representatives visited the SRI exhibit booth at the Brownfields 2000 Conference.

Inquiring Minds at the Brownfields Conference Wanted to Know...

Q. What are the incentives for a Potentially Responsible Party (PRP) to participate in the redevelopment effort?

A. According to Bill Cutler of FMC, the primary PRP for Avtex Fibers site, incentives include:

- ◆ *Faster cleanups.* By being involved in redeveloping a site, PRPs may come to an agreement with EPA that allows the PRP to expedite the cleanup.
- ◆ *Community acceptance.* By listening to a community's concerns and helping to return a site to productive use, PRPs form a bond with communities that makes it easier to plan a site's cleanup to everyone's satisfaction.
- ◆ *Lower costs.* If a PRP takes part in a site's redevelopment, EPA may forgive some of the past costs it spent investigating the site.

If our readers would also like to respond to this question, please contact John Harris (703) 603-9075 or harris.john@epa.gov ■

What's In A Name?

"Who would want to use property with 'slag' in the name?" asked Christine Richman, the Director of Community and Economic Development in Midvale City, Utah. Richman was addressing the audience during the Midvale Slag panel discussion

at the Brownfields 2000 Conference. While the name is based on the Midvale Slag's previous industry, it certainly does not sound appealing to potential developers. With that in mind, the community is now calling the site Bingham Junction. The name is

part of the area's mining heritage. The site sits on the former Bingham railroad junction, a stop on the way to Bingham Canyon mines. ■

Partnerships for Reuse



"The model that we have put together to reuse Superfund sites would be perfect for any other sports group to follow with EPA."

**-Herb Giobbi
U.S. Soccer Foundation**

The EPA and USSF partnership is helping communities across the country build soccer fields on cleaned up Superfund sites.

Boys and Girls in Front Royal, Virginia, will be scoring goals on brand new, state-of-the-art soccer fields built on the Avtex Fibers Superfund site. The fields are courtesy of their own local government, EPA, and the U.S. Soccer Foundation (USSF). EPA and the USSF are working as partners to help communities, like Front Royal, to turn cleaned up and safe Superfund sites into soccer fields.

In 1999, EPA's John Harris, SRI Team Leader, approached Herb Giobbi, then a government relations staffer at USSF, to find out whether the soccer organization would be interested in working with EPA to see if some Superfund sites might be best used as soccer fields. The two organizations have been working together since and formalized a partnership in the Summer of 2000. By looking at factors like site size and topography, EPA is screening cleaned up Superfund sites for ones that could be used as soccer fields.

"We will serve as a conduit in getting information out to our local soccer community" said Giobbi. "USSF, EPA, and communities may be able to turn some of those already clean sites into useful recreational facilities."

ability for soccer fields and, if desired, develop a design proposal. USSF has also established a special grant process for expediting grant applications from Superfund communities.

While soccer fields can be viable options for reuse, other types of sports can benefit by reusing cleaned up Superfund sites. EPA is meeting with the National Football League, Major League Baseball, and several other recreational organizations to find more win-win partnerships. With the help of its new SRI video, EPA is showing these groups how the EPA-USSF partnership model works. EPA hopes that these organizations, like USSF, can help communities build quality playing fields and sports facilities on Superfund sites.

"I would like to see all Superfund sites put back into re-

use" said Harris. "Whether it be shopping centers, open green space, homes, or parks and recreational facilities, partnerships between EPA, communities, and other organizations are key to getting sites reused." ■

USSF is also working closely with Superfund's pilot site communities, making available their field design and engineering contractor to those that are interested in recreational uses of their sites. The engineering firm will evaluate the sites' suitability for soccer fields and, if desired, develop a design proposal. USSF has also established a special grant process for expediting grant applications from Superfund communities.

Congratulations!



Congratulations to Herb Giobbi of the U.S. Soccer Foundation. He was recently promoted to the position of the Foundation's Executive Director. Mr. Giobbi has been instrumental in bringing about the partnership between EPA and USSF to build soccer fields on Superfund sites. He has impressed the Town of Front

Wanted: Superfund Sites

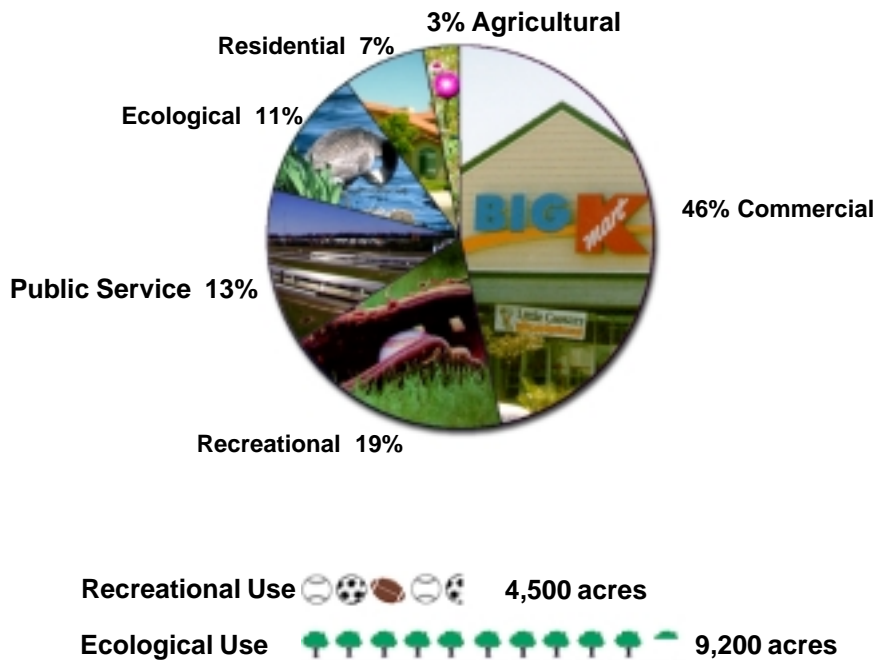
Soccer fields are being built on Superfund sites, but not just any Superfund sites. "To build quality soccer fields, you need at least five acres of relatively flat land, so we are looking at site size, location, topography, and on-site features" said John Harris, SRI Team Leader. "For example, when we screened sites in Region 3 for sites that could support soccer fields, we came up with 26 sites, which we paired down to the five best sites after discussions with the Region. We call this process site screening."

Sites are being screened for all types of reuse. Potential reuse partners provide their minimum requirements and EPA can screen available Superfund sites to find those that meet the criteria. EPA can also provide other information, like maps and diagrams that show site characteristics and where the reuse could occur. Partners can then discuss their ideas for reusing sites with local communities. Harris adds "EPA can't actually pay for reuse, but site screening allows us to bring reuse partners and Superfund communities together to make reuse happen. We're just the broker." ■

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Royal, Virginia, by helping them plan and finance the construction of a soccer complex at the Avtex Fibers site. And he's not done yet! Mr. Giobbi is acting as a liaison between EPA and his contacts at other sports organization. Thanks to his hard work, sports fans may be watching football, baseball, hockey, basketball, tennis, golf...on Superfund sites." ■

Superfund Redevelopment Sites At a Glance

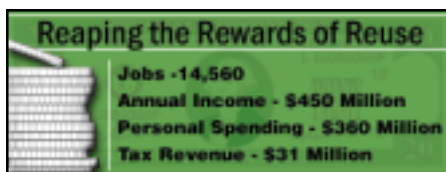


From Tampa to Tacoma, 190 communities across the country are re-using sites. Whether its shopping centers, homes, ball fields, or wildlife sanctuaries, communities are getting creative in how they reuse Superfund sites.

Over 13,000 acres from Superfund sites are being reused by communities for recreation and the environment.

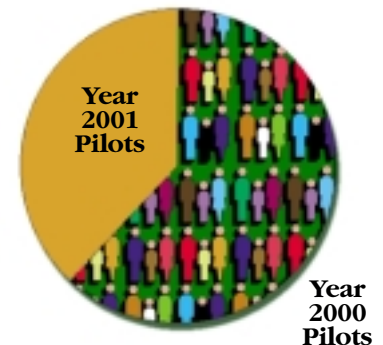
Communities are Benefitting

The reuse of Superfund sites is resulting in economic benefits for many communities.



Pilot Communities are Making Reuse Happen

As a part of the SRI Pilot Program, EPA has chosen 50 pilot communities. Out of 50, EPA is entering into Co-operative Agreements with 46 local governments. Two pilots are being funded by Potentially Responsible Parties, and two do not require Cooperative Agreements.



62% of the Pilots received their funding in 2000. The remaining will receive funding in 2001.

Brownfields, From Page 3

Christine Richman, Director of Community and Economic Development in Midvale City, Utah, and Fran Costanzi, RPM for Midvale Slag, discussed the Midvale City Pilot. Midvale used its pilot grant to draft a reuse plan that proposes ecological, residential, commercial, and industrial redevelopment options.

Stephen Heavener from the Front Royal Economic Development Agency, William Cutler from FMC Corporation, and Bonnie Gross, Avtex Fibers RPM, explained how the Town of Front Royal has developed a master plan for the Avtex facility that includes commercial and recreational uses, including soccer

fields.

The questions from the audience made it clear that sharing reuse experiences can be a powerful tool in helping others in their quest to reuse Superfund sites. The panel session ended with a showing of the soccer video and generous applause from all.

In The Field

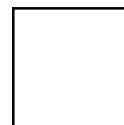
Region 1 - Region 1 conducted reuse training for RPMs on December 6. The full-day training provided RPMs with guidance on how to incorporate reuse into the Superfund process, as well as how reuse is related to the Superfund process in general. It provided RPMs with various tools, such as the contaminated aquifer policy and prospective purchaser agreements, that encourage reuse at Superfund sites. RPMs also learned how they can coordinate their activities with affected stakeholders in the community to ensure that all sectors have an opportunity to participate in making decisions about reuse of the site.

Region 2 - In November, EPA announced the 750th National Priorities List construction completion site—Pepe Field in Boonton, New Jersey. EPA Administrator Carol Browner, Senator Frank Lautenberg, Representative Rodney Frelinghuysen and others attended a celebration for the cleanup of this former landfill. The town had closed and covered the landfill with a recreational facility in the 1960's, but before long, the waste underneath became a hazard. EPA cleaned up the site, making it safe for recreation. The community now boasts a restored and re-opened park with a little league field, a walking path, playground, basketball court, gazebo, flag pole area and concession stand.

Region 3 - Philadelphia, Pennsylvania, hosted the 20th anniversary of Superfund celebration on Dec. 7. Administrator Browner was joined by leaders from Congress, the EPA and other federal agencies, states, industry, and the environmental community to celebrate the accomplishments of Superfund over the past 20 years.

Region 6 - In Texas City, Texas, Melissa Friedland from the SRI HQ team, and Barbara Greenfield from EPA Region 6, gave a check for \$100,000 to Texas City Mayor Carlos Garza to study options for redeveloping the Tex-Tin Superfund site. The city is one of the first ten pilots under the SRI Pilot Program. The November 14 event took place at a Youth in Government Luncheon.

Region 9 - The City of Monterey Park, California, broke ground for a shopping center on the 45-acre north parcel of the Operating Industries, Inc., Superfund site. At the December 7th groundbreaking, EPA and Monterey Park celebrated the completion of two years of non-stop construction to contain the contamination on the north parcel. Cleanup of the south parcel is in progress.



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